

COMMERCIAL CLUB HEARS D. T. GENTRY

Columbian Tells Business
Men of the Life Insurance Business.

GIVES SOME FIGURES

W. S. St. Clair to Talk on
Buildings, at the Club's
Next Meeting.

"There are 16 billions of dollars invested in life insurance in the United States today," said D. T. Gentry today in his talk before the Commercial Club at the weekly luncheon at Harris.

"Life insurance is one of the greatest institutions of the country and does more good than any one institution," continued Mr. Gentry. "In vogue now for 150 years, the Presbyterian Minister's Fund was the first instance of insurance benefit. In 1860 there were 12 companies; today there are 225, and in the last 10 years the increase has been 10 per cent. Many of these will fail."

"Every young man wants to become rich, but the chances are slim, according to facts, based on history. We will follow 100 young men at the age of 25, with good habits, physically fit, and good education, but little money through life. At 35, five are dead, 10 wealthy, 10 in good circumstances, 50 in moderate circumstances, and 5 unimproved."

"At 45 years, 16 are dead, 4 wealthy, 65 working for a living, and 15 no longer self-supporting."

"At 55 years, 20 are dead, 1 very rich, 3 in good circumstances, 45 working for a living and 20 dependent."

"At 65 years, 25 are dead, 1 rich, 4 wealthy, 6 self-supporting, but working and 54 dependent."

"At 75 years, 63 are dead, 60 leaving nothing, 3 wealthy, and the remainder dependent. 95 per cent of the men will not have enough to defray burial expenses unless insured."

"The fact that 85 per cent of the widows of this country are left dependent on their wage, is a serious question to the people. The insurance company is for the people, and owned by the people. We are doing service for the people, but this is not taken into consideration by the mayor and city council of this city when the license is made." (Here there was a general laugh at the expense of Mayor Battersett, who was present.)

Dr. J. B. Cole proposed that the committee on raising money to provide this county with markers for the benefit of tourists, get to work and put the markers on the road.

"I have talked to several tourists," said Doctor Cole, "and they say that they are lost when they get to Boone County, for we have few markers. We have these on hand and let us put them up at once."

At the next luncheon of the Commercial Club, Thursday, August 31, W. S. St. Clair of the Building and Loan Association, will talk on this business. On September 7, President A. Ross Hill of the University will make the address before the club.

ATTENDS A CHURCH CONVENTION

Prof. Walter C. Gibbs of Bible College to Clark, Mo.

Prof. Walter C. Gibbs of the Bible College of Missouri left today for Clark, Mo., to attend a convention of the Randolph County Christian Churches. The meeting began this afternoon and will last two days.

"Efficiency" is the key-word of the convention. The speakers will talk church efficiency, Bible school efficiency and district and county efficiency.

Besides Professor Gibbs, the Rev. Bruce L. Melvin, the Rev. John Wesley and the Rev. Martha S. Trimble, all of Columbia, will speak. Persons living in the county and others from outside the county also will address the convention.

C. W. Furtney Gets Contract.

The contract for the electric wiring of the Daniel Bone Tavern was awarded to C. W. Furtney. The contract price of \$3,500 includes all electric work except the fixtures. These will be chosen by the lessee of the hotel.

ANNOUNCEMENT

We wish to announce to our friends and patrons that, on account of remodeling and making extensive improvements, we are compelled to close up the College Inn, 916 Broadway, for a short time. When we re-open, we will have one of the best confectioneries in the state at this time. Our other two stores, the Virginia Confectionery, Virginia Bldg., and the Columbia Kandy Kitchen, Guitard Bldg., are open and we will welcome your trade there.—MOSCOW BROS.

TO INSPECT EXTENSION SERVICE

U. S. Department of Agriculture Chief Will Visit M. U.

C. B. Smith, chief of the extension work of the North and West for the United States Department of Agriculture, will spend next week at the University, inspecting the financial accounts of the agricultural extension service.

Mr. Smith is under the immediate direction of Dr. A. C. True, head of the States Relation Service of the Department of Agriculture, who is personally known to a large number of University teachers and who was dean of the graduate school of agriculture held at the University in the summer of 1914.

During his visit here different members of the college staff or the agricultural faculty as a whole will hold conferences with Mr. Smith, so as to arrive at the federal interpretation of the Smith-Lever Act.

The Smith-Lever Act, passed by Congress in May, 1914, provides that all work done with either the federal money which comes to the state under the act or the state money used to offset that money must be mapped out at the beginning of the year in the form of projects, and these projects must be approved by the States Relation Service of the Department of Agriculture. Mr. Smith will go over the projects for next year and either approve or reject them. He also will inspect all accounts and all work done during the past year to see that it has been done in accordance with the projects that were originally approved.

The inspection by the United States Department of Agriculture is usually made in June but was delayed this year. Mr. Smith will finish his work here on September 2.

CONVENTION STARTS TONIGHT

Sunday School Meeting Begins at 8 O'clock at Deer Park.

A Sunday School convention will begin at 8 o'clock tonight at the Deer Park Christian church with an address by Alva W. Taylor of the Bible College, on "Practicing Christian Unity." A discussion on the subject will follow.

The program on Friday will open at 10 a. m. with an address by Prof. B. F. Hoffman on "Co-operation in Sunday School Work by All Church Members." J. S. Moore will talk on the "Importance of Maintaining a Teachers' Training Class."

Dinner will be served on the grounds.

In the afternoon a musical program will precede the talk by D. W. Shaw on "Duties of the Parents to Sunday School." "Individuality" will be the subject of Dr. P. F. Trowbridge's address. A. C. Bush will lead the discussion.

The program will close on Saturday night after a discussion led by Walter Williams following an address on "Responsibility of Parents in Training Their Children in Christian Faith and Practice" by N. T. Gentry.

The public is invited to these services.

TALKS ON HIGH COST OF LIVING

U. S. Chief of Crop Bureau Says High Prices Won't Continue.

By United Press.

WASHINGTON, Aug. 24.—The super-high cost of living is not here to stay. It is commercial and readily traceable to the basic law of supply and demand. This was the statement today of Leon N. Estabrook, chief of the United States Bureau of Crop Estimates, an authority on food supplies.

While the prices of food should be properly expected to advance commensurate with the rising prosperity of the country to keep pace with the general rise in prices on all commodities, the present abnormal prices on food will adjust themselves within another season, Estabrook said.

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CITY COUNCIL DID NOT

BREAK MISSOURI LAWS

(Continued from page 1.)

appointed. And so far as the officers getting \$1 for every arrest, that is false and anyone who knows anything about the laws of the town knows that."

Chief Kurtz Also Speaks.

Chief Earl Kurtz said today that the purchase of an additional car for the fire department was not a personal matter with him in any way and that so far as he was concerned personally he did not care whether a car was ever bought.

"I, of course, would like to see the town have either an auxiliary car for this department or another station somewhere in the town, but I want to assure the people that if it is thought that the purchase of a car is a matter of personal luxury I do not care if the town never buys one. I am merely making an appeal for better fire protection for the town and all that I have to say is that if I am caught away from the station for any reason and a fire breaks out the town must not complain at the results. It has been intimated that I ought to buy a car or motorcycle to serve the city. I have been told by members of the council and by any number of other parties that I would be foolish to think of it and with the salary that I get I do not intend to do that."

"Mr. Taxpayer who appeared in the open column Tuesday suggested that the police car could be equipped for an auxiliary car for this department. That is absolutely amusing. Anyone who will take a good look at the police car, noting its power and build, and will then look inside of this department and see the equipment that must be had will see the gross absurdity of such a plan. The idea is an impractical one in a thousand ways."

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CITY AND CAMPUS

Ralph T. Finley went to Centralia this morning.

Mrs. C. E. Young went to Centralia this afternoon.

H. P. Libbey went to Glasgow on business this morning.

A. C. Anderson went to Centralia on business this morning.

Dr. H. C. Tuck went to Montgomery City on business this morning.

Mrs. Lynn Meals went to Mexico this afternoon to visit her sister.

Dr. Virgil Blakemore went to Hallsville on business this afternoon.

Miss Frances Buckler went to Centralia this morning to spend the day.

Dr. C. O. Davidson went to Montgomery City this morning on business.

Benjamin Mitchell went to Hallsville this morning after transacting some business here.

Elder Ira Turner went to Shelbyville this morning to attend the Two River Baptist Association meeting.

Misses Ruth and Gwendolyn Mitchell, who have been here on business, returned to Hallsville this morning.

Mrs. M. T. Andrews and Miss Belle Andrews, 705 South Fifth street, went to Centralia this morning to spend the day.

Mrs. J. T. Nevins went to Centralia this afternoon to meet her sons Joseph and Kennet who have been visiting in Bowling Green.

Miss Lucy Laws of Christian College faculty left for Kentucky this afternoon to visit relatives. She will return before school starts.

Mrs. M. N. Lewis and her son, Charlie, 907 Lowry street, left for St. Louis this afternoon to visit relatives. They will return in a week.

George Moore returned to St. Louis this afternoon after a visit with his parents, Mr. and Mrs. W. P. Moore.

HOME GROWN

Watermelons, fresh from the vine at 1-2c a lb.

A. R. Lyons Grocery.

26 So. 9th St. Phone 303

TENNIS CHAMPION DIDN'T WANT TO ENTER THE GAME

By United Press.

SAN FRANCISCO, Aug. 24.—If "Bill" Johnston, national tennis champion who will defend his title at Forest Hills one week from today, had had his way he wouldn't be the peer of all American racket wielders. Probably he would have been mentioned in the sporting pages only as a former football player at the University of California.

It was "Bill's" mother who dissuaded him from following his football ideals and turned his attention to the tennis courts. The secret came out when Robert Johnston, the champion's father, discussed his son's career in an interview today.

here, Mr. Moore had just returned from the State Convention at Jefferson City.

Mrs. O. H. Turner and son Joe returned to St. Louis this afternoon after visiting Mrs. Turner's mother, Mrs. Ella Shite, 1 Watson place.

J. W. Day, a graduate of the University, came through here from Monmouth on his way to Rutgers College, at New Brunswick, N. J., where he has a fellowship.

Miss Russell Edwards, a cataloger in the Library of the University of North Dakota, returned to her home this morning after visiting her sister Mrs. L. D. Ames of Westmount.

Visiting at Mexico, Mo.

Misses Mary and Amanda Brown, 716 Maryland place went to Centralia this morning where they will be joined by their mother, Mrs. M. C. Brown who has been visiting there. The party will then visit Mrs. O. E. Tucker in Mexico, and Mrs. E. B. Campbell in Fulton.

Returns to Chickasha, Okla.

Miss Anna Maupin and Mrs. W. M. Shelby who have been visiting their sister Mrs. S. D. Foster here, left for home this morning. Miss Maupin to Bowling Green and Mrs. Shelby to Chickasha, Okla., where she will visit her mother, Mrs. B. T. Maupin.

Dysart Edwin Walton Is Dead.

Dysart Edwin Walton, the fourteen months old boy of Mr. and Mrs. W. E. Walton, died at the home of his parents corner Eighth street and Wilkes Boulevard, at 10 o'clock last night of spinal meningitis. The child was buried today at Dripping Springs church.

ny Strachan. Together in the double they were invincible. Playing against each other sometimes one, sometimes the other, would win. I believe the team is still invincible in the double.

"Bill has won half a hundred cups and other trophies, but I believe the prize he appreciated most was a pair of flannel pants he won at Stockton when funds were low."

"Incidentally, Marvin's boys' club also produced Maurice McLoughlin, Peck Griffin, and Dr. Melville Long, in addition to Strachan and Johnston."

Ben E. Todd for Circuit Judge.

Ben E. Todd, son of the late Robert L. Todd of Columbia, a graduate of the University and former citizen here, has been nominated for circuit judge by the Republicans of Jackson County. Mr. Todd is a practicing lawyer in Kansas City and a lecturer in the Kansas City Law School.

Put a want ad in the Missourian.

Many of America's most successful manufacturers have their factory output sold for months ahead. But they are still sticking to their advertising policies.

They know it costs less to keep up the momentum than to start the machinery over again.

Are you slackening up your advertising for the summer? Remember that advertising can't take a vacation without a loss. Keep Mr. Ad on the job.



Your Grocer will deliver

Bevo
A BEVERAGE

You've enjoyed it at restaurants and other places—now you want your family and your guests to join you in the same pleasure.

That's one of the joys of serving Bevo—to hear your guests say how good it is—then to listen to their arguments as to just what it is. If they haven't seen the bottle they'll all agree that it is something else—if they have seen the bottle each will have a different explanation for its goodness.

Bevo is nutritive—pure through pasteurization and sterilization—non-intoxicating, wholesome and thoroughly refreshing.

Note—Bevo should be served cold.

Get Bevo at inns, restaurants, groceries, department and drug stores, picnic grounds, baseball parks, soda fountains, dining cars, steamships, and other places where refreshing beverages are sold. Guard against substitutes—have the bottle opened in front of you.

ANHEUSER-BUSCH, ST. LOUIS

Payne-Roth Groc. Co.

Distributors

COLUMBIA, MO.



★ STAR THEATRE ★

TONIGHT

VAUDEVILLE AND PHOTOPLAYS

LAURIE and SALLIE CLIFFORD

BLACK AND TAN COMEDY

Vitagraph Broadway Star Feature

"A STRANGE CASE"

FEATURING HARRY MOREY.

SEE THAT CROWN BEARS THIS FOX



CAUTION SEE THAT THIS SEAL IS INTACT